

Preparing for the Medicare Opportunity

Agent Frequently Asked Questions

This resource can help answer questions on preparing for the upcoming opportunity to sell Medicare coverage through a Kraft Lake® program.

How can agents get involved with Medicare coverage opportunities through Kraft Lake Insurance Agency, Inc. (Kraft Lake)?

- They can sell Medicare business to customers through the Kraft Lake program. They will need to complete the AHIP Medicare + Fraud, Waste, and Abuse training, sign a new broker contract with Kraft Lake, and sign up with Premier Marketing, LLC (Premier), an independent national insurance marketing organization. Premier recruits and maintains a hierarchy of independent insurance agents and agencies to which it provides marketing support and services.

What are the certification requirements to sell Medicare coverage?

- Agents and their staff will need to sign up for and pass the AHIP Medicare + Fraud, Waste and Abuse training online at AHIP.org. The time commitment for this training is approximately one week.
- They also will need to complete carrier-specific training. The time commitment for this training is a few hours per carrier.
- Each year, agency owners and their licensed staff will need to complete AHIP certification and carrier-specific training.
- In order for agency staff to sell with a carrier, the agency owner first needs to be AHIP certified and appointed with that carrier. Then, staff members will also need to complete AHIP certification, carrier-specific training and carrier appointments.

What are the revenue opportunities for selling Medicare business?

Agency owner commissions for selling Medicare coverage:

- Medicare Advantage
 - New business: approximately \$601 at new business and \$301 on renewal, but it varies by state
 - Customers with an existing Medicare policy who need to switch plans: approximately \$301 at new business and \$301 on renewal, but it varies by state
- Medicare Supplemental
 - Commissions vary by carrier

Does Kraft Lake get a percentage of agent commissions?

- No. Kraft Lake gets an override on each policy sold by an agency owner or their staff, but it is separate from the commission paid to the agency owner. Agency owners are eligible to receive maximum street-level commissions.

How will agents receive compensation?

- Agency owners will be paid directly by Premier.

Do Medicare policies count toward Contract Value?

No, Medicare and other business placed through Kraft Lake is not included in any Contract Value calculations.

Will agency owners receive marketing support?

Yes, marketing support will be provided by Premier and carriers.

What if an agency owner is already selling Medicare coverage?

If an agent is appointed directly with a carrier, they can contact the carrier about moving their contract to the Kraft Lake program.

What are the benefits of selling Medicare coverage through the Kraft Lake program?

Agency owners who sell Medicare policies through the Kraft Lake program will have access to lists of leads, prospects, and customers who are 64+, as well as additional marketing resources and training.

Through the Kraft Lake program, agency owners are eligible to receive maximum street-level commissions. Kraft Lake earns an override on each policy sold, but it does not impact the commissions the agency owner receives.

Is there way to pull a list of current customers who are eligible for Medicare coverage?

We are in the process of creating APEX master lists of leads, prospects, and customers who are 64+. In the meantime, agents can create lists in APEX and filter by age.

What if an agency owner is no longer participating in the Kraft Lake Medicare program?

If they are no longer participating in the Kraft Lake Medicare program, agency owners can request assignment of policies to another agency owner working with Kraft Lake, which requests will not be unreasonably denied.